



Marketing Policy and Procedures

Scope

This Policy applies to Holmes Institute Pty Ltd (Holmes) staff and contractors developing promotional and marketing information or materials or providing marketing or promotional materials to students and prospective students. This policy and procedures also apply to all marketing materials produced by Holmes. This includes all material used to:

- invite students, including overseas students to apply to study a course at Holmes;
or
- indicate that Holmes is able to provide a course of study to students.

Purpose

This Policy and Procedures are developed to outline marketing standards at Holmes and to ensure consistency in the manner in which promotional materials are developed and communicated, through high quality marketing activities.

Principles

- Holmes is committed to marketing ethically and with integrity.
- All marketing materials will be produced in compliance with the requirements of the ESOS Act, the National Code and any other relevant legislation, such as Australian Consumer Law legislation.
- Marketing staff are suitably trained regarding Holmes' obligations under the ESOS legislative framework prior to providing information to potential students or agents.
- All marketing materials are produced to provide clear, accurate information that is up to date and easily accessible.
- Holmes will communicate and publish program information that allows prospective and current students to make informed decisions about the program they wish to participate in.
 - Information published about programs will include but will not be limited to details about academic and English language entry requirements, program pre-requisites or required work-based training or any third party arrangements that Holmes has where appropriate.
- Holmes will not claim or market migration or education assessment outcomes for students related to the completion of any of its program/s, or guarantee a successful outcome from undertaking a course.
- Holmes will not make any false or misleading comparisons with any other provider or their courses, nor will Holmes make any inaccurate claims about its association with any other provider or organisation.
- Holmes will not actively recruit a student wishing to transfer from another provider before the student has completed six months of their principal course except in circumstances permitted in the National Code, Standard 7 (Overseas Student Transfers).

Procedures

- All marketing material, including the Holmes webpage will clearly identify Holmes' legal name and CRICOS provider code relevant to the courses being promoted.
- Marketing materials will be appropriately tailored for the specific targeted market. The market can be by course or country or region.
- All new marketing materials must be approved by either Managing Director (MD) or General Manager (GM) (or delegate) before they are used in the marketplace.
 - In seeking approval, a draft of the materials must be produced and provided to MD or GM for review.
 - When approval is given, a Marketing Approval Number will be provided.
 - Final approval must be received prior to using the materials in the marketplace. This final approval will be provided along with a version number for the material.

Public relations and seeking consent

- In order to prevent Holmes being misrepresented by the media or unintentional and inappropriate comments being made to journalists, all contact to/from the media must be directed the Executive Director.
 - The Executive Director will co-ordinate an appropriate response by liaising with relevant staff member(s).
- If Holmes wishes to use a staff member's or student's image or direct quotes in marketing material, written permission should be sought from the staff or student before promulgation.

Holmes Website

- The Holmes website is key to Holmes marketing activities.
- The General Manager, Director-International and Executive Director are jointly responsible for the content and accuracy of web content.